

Travelling where missionaries cannot go



**ADVENTIST
WORLD RADIO**

ANNUAL REPORT 2007/8

LEADERSHIP PERSPECTIVE

“Religious freedom is pivotal to a free society.

Thomas Jefferson and America’s founders called it the ‘first freedom.’

**Freedom of thought, conscience and religion is the prerequisite
for the exercise of all other basic human rights The historical reality is
that where religious freedom is denied, so too are other basic human rights.”**

– Hudson Institute’s Center for Religious Freedom

Our world continues to struggle for the freedom of religion. We hear two kinds of information in the news reports that come to us. On the one hand, countries sometimes sound as if they are becoming friendlier with each other. The motive often is to be accepted in the global economic market or the European Union, or to gain some other political benefit. But in the behind-the-scenes real-life situations, there are just as many, if not more, reports of severe persecution of Christians. Fifty countries are listed on the 2008 World Watch List of places where persecution is a problem, as reported by the organization Open Doors.

During the period covered by this report, two AWR producers nearly lost their lives because they were discovered making programs that are heard in Muslim areas. Many listeners to “The Voice of Hope” broadcasts suffer in various ways because of their decisions to follow Jesus. It is not safe to travel in many of these areas.

But the story of Jesus continues to be heard by people in these difficult areas, because of the reach of Adventist World Radio. *The hardest places are our highest priority.* In this report, you will find the story of one of the few North Korean listeners that we have heard about. This country is rated as having the worst record on religious freedom. Yet we have evidence that there are people who are listening and coming to Jesus.

AWR seeks to maximize the resources that we receive. We keep our staff small in number;

we try to limit the costs for equipment, while using good-quality items; we try to push as far as we can to place more resources into actual broadcasting. We have now reached 75 languages in our broadcasting around the world. When I came to AWR just a few years ago, we were using 45 languages.

Most of all, however, we continue to receive miraculous and inspiring stories of people’s changed lives. That is what AWR is all about. I am sure that you want to continue your partnership and support of such an important work.

Sincerely yours,



Benjamin D. Schoun

President



HIGHLIGHTS OF 2007/8

"I'm a changed man now. Thank you for bringing the message of salvation to me!" – *Listener in China*

"I have found consolation in God thanks to your programs. Jesus has found me in this sinful world. He saved me." – *Listener in unknown location*

Letters from AWR listeners are precious. They represent the reason AWR exists: to share the Adventist hope in Christ with the hardest-to-reach people groups of the world in their own languages. Following is a look at some of AWR's most recent successes in reaching these new listeners.

➡ After AWR was removed from one of the national radio networks in Russia in 2006, we were left with no way to broadcast to the 145 million people in the country. Early in 2008, through a miraculous turn of events, AWR was able to finalize a new contract with

Radio Russia, the leading radio network in the country. AWR is now being heard on more than 1,500 FM stations, and the Bible correspondence school run by the Adventist Media Center in Tula, Russia, is thriving.

➡ The West Indonesia Union Mission is partnering with the West and East Java conferences and Bandung Adventist Hospital to establish a studio at the hospital to produce radio programs in **Javanese** and **Sundanese**. AWR is supporting this project by purchasing studio equipment. More than 100 million people in Indonesia speak these languages, and 93 percent of them are Muslim.



➡ **Adventist-laymen's Services and Industries** (ASI) has agreed to fund a \$20,000 project to provide radio cassette players for Global Mission (GM) and Gospel Outreach (GO) workers. There are more than 10,000 workers from these organizations serving in countries around the world, many in previously-unentered areas of the 10/40 window. AWR broadcasts in most of the languages these workers are engaged in, and they could benefit from using radios in their evangelistic strategy. AWR plans to work with GM and GO to identify workers with the most need.

➡ Most listeners to AWR's broadcasts in **Farsi** do not have access to a Bible, and a significant percentage of them are illiterate. AWR has increased the broadcast airtime for



its Farsi programs, which is used for additional programs in which the producers share key Bible passages with listeners.

➡ **Guajarati** and **Oriya** are major languages in the heart of the 10/40 window and are spoken by more than 80 million people in India



and surrounding countries. AWR is assisting the Adventist Media Center in Pune, India, with the production of programs in these languages.

➡ Despite the recent political turmoil in **Kenya**, the University of Eastern Africa in Baraton was able to complete its FM radio station as planned. AWR assisted with the construction, and staff are producing and broadcasting programs mainly in English.



➡ With the new political freedom in **Nepal**, AWR has been able to purchase airtime for broadcasts on FM stations. Programs are now heard on

four stations in various locations, offering much better coverage of the country. The president of the Nepal Field says, "I found that many people can listen to the message, even in remote places and in the mountains where we cannot go easily to preach." One of AWR's board members is sponsoring most of the costs of these broadcasts.

➡ A new production studio was built in **Baku, Azerbaijan**, with equipment provided by AWR. The staff is producing programs in the Azerbaijani language, which have been added to AWR's shortwave broadcasting schedule.

➡ A new studio was set up in **Yerevan, Armenia**, and AWR provided training for the volunteer producers. One of them said, "For the first time in my life, I can touch all of this equipment and know what I am doing. I have learned how to be a friend of the listeners." The Armenian programs are being broadcast on FM radio.



➡ There is a real need to have Adventist materials in the **Somali language**, both for the Somali production studio in Nairobi, Kenya, to use for follow-up with listeners, and for a

growing group of Somali believers there. AWR is partnering with the East Africa Union and the Voice of Prophecy to help fund the translation and printing of materials in Somali.



☞ Pastors in Sudan have enthusiastically reported that AWR's **"MegaVoice Ambassadors"** are proving to be a very effective evangelistic tool for them. This pilot project involved loading dozens of hours of programs in Juba Arabic on the digital audio devices, which were then distributed to nearly two dozen district pastors in South Sudan. All of them reported that the Ambassadors are even more appropriate than radio receivers in their villages because the sound quality is much better and the recordings are ready to listen to at any time.

☞ A **listeners' conference** was held in Dhaka, Bangladesh, for listeners of AWR's Bangla programs. Sixty-five listeners traveled to the conference at their own expense from more than half a dozen districts. AWR's Asia/Pacific region has been broadcasting programs in the Bangla language for 15 years. One young Adventist who volunteered at the event



said, "I never imagined that AWR's shortwave broadcasts could reach so many of our neighbors!"

☞ At the beginning of 2008, AWR introduced a new TV program, called **"Making Waves,"** to share moving stories of AWR's ministry with Adventist church members around the world. Since AWR does not broadcast in North America, many church members here are not aware of what AWR really does. "Making Waves" is changing that, with in-depth profiles



of how the waves of AWR's broadcasts are transforming listeners' lives through the message of hope. The first series features episodes shot on location in India, Nepal, and Myanmar. The second series is currently in production, and will highlight stories from AWR's Europe region.

☞ AWR presented a highly-successful **podcast training session** in England in 2007, which was attended by more than two dozen division and union communication directors, pastors, and lay people from around the world. It was clear from attendees that AWR is considered to be an acknowledged leader in the church on radio production and is at the forefront of making contact with unreached areas through radio.



FINANCIAL REPORT

INCOME

per audited statements	2006	2007
Donations		
Direct Gifts	\$ 2,434,234	\$ 2,628,483
Division Membership Offerings	1,615,148	1,668,106
Maturities	765,909	898,782
Endowments	308,723	267,239
General Conference Appropriations	1,890,516	1,931,977
Investments	260,375	272,849
Rent, Future Annuity Value, and Miscellaneous	197,207	111,822
Released Restricted Income	451,151	186,253
TOTAL INCOME	\$ 7,923,263	\$ 7,965,511

EXPENSE

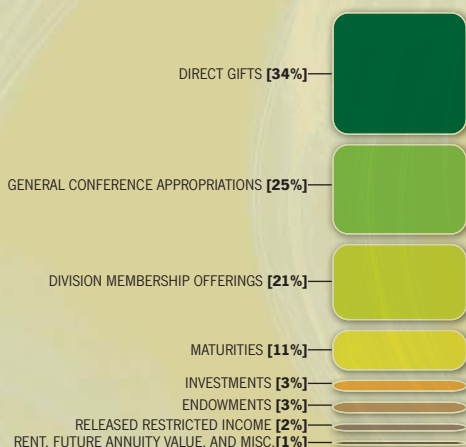
per audited statements	2006	2007
Administration and General	\$ 1,117,930	\$ 1,128,760
Operations and Engineering	687,275	637,542
Self-Generated Airtime	1,464,845	1,415,182
Purchased Airtime	2,004,935	1,711,114
Program Distribution	78,537	100,476
Training	124,067	123,302
Advancement, Communication, Development, and Web	1,149,232	1,169,754
Region Administration	253,085	279,849
Special Projects and Miscellaneous	220,341	265,146
TOTAL EXPENSE	\$ 7,100,247	\$ 6,831,125
GAIN OR (LOSS)	\$ 823,016	\$ 1,134,386

2007 GLOBAL GIVING

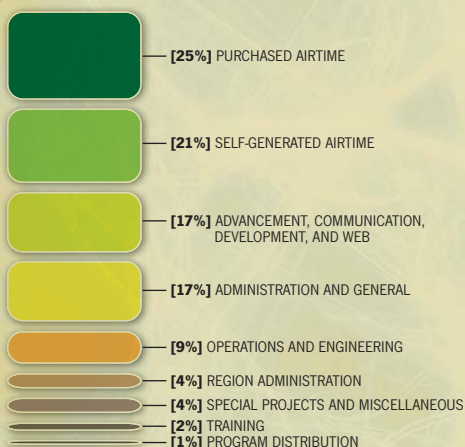
Wills & Estate Gifts	\$ 898,782
Unrestricted Gifts	\$ 2,628,483
Restricted Gifts	\$ 265,894
Annual Church Offering	\$ 1,668,106
TOTAL	\$ 5,461,265

How Gifts to AWR Are Used – Funds received from donors are used primarily for AWR's broadcast ministry. AWR also receives significant contributions from the Seventh-day Adventist Church in Canada through the General Conference/Canadian Joint Ministries Organization. As well, funds from the Seventh-day Adventist Church's world divisions and AWR's endowments and investments assist with broadcasting and related costs. General administrative expenses are covered by appropriations from the General Conference of Seventh-day Adventists.

2007 INCOME



2007 EXPENSE



DEFINITION OF TERMS

Income

Direct gifts are received directly from AWR donors each day by cash, check, and credit card.

Division membership offerings are funds from the annual AWR offering in each division and a percentage of world mission offerings.

Matured estate plans such as wills, trusts, annuities, and properties are also received for the work of AWR.

Endowment income is received to help with some of our operations expenses. These funds are held by the General Conference, and the income generated is paid regularly to AWR.

General Conference appropriations are used to fund the operating expenses of the AWR offices around the world so that the funds received from donors can be used primarily for the broadcast ministry of AWR.

Investment income is earned on the investment of funds which are held until needed for various projects. This can be a gain or loss, depending on the current market values.

Rental income is generated from rental property owned by AWR. Future annuity value is the amount that future annuities given to benefit AWR have increased over the previous year's value. Miscellaneous income is from gains on currency fluctuation and the sale of assets and investments.

Released restricted income is income and donations which have been designated for a specific purpose and then released when there is a specific project which qualifies.

Expense

Administration and general expenses consists of the administrative, secretarial and accounting functions at each site, including headquarters. These expenses are the costs of operating an office, such as insurance and utilities.

Operations and engineering is the technical staff and expenses related to the broadcasting and engineering function at each site.

Self-generated airtime is approximately 90% of the operations and engineering operating costs at the AWR-owned station on Guam.

Purchased airtime is the amount of funds allocated to purchase time on leased transmitters, and also broadband and satellite expenses related to linking our offices to those transmitter sites.

Program distribution is the process of receiving programs from the production studios and distributing them to leased and owned transmitters for final broadcast.

Training is the function of training studio personnel in the art of program production and broadcasting.

Advancement, communication, development, and web are the functions, coordinated at headquarters, where reports of the work of AWR, materials for AWR promotion, communication with donors, and the cultivation of potential donors are carried out.

Region administration covers the costs of AWR's region directors and the related expenses of operating their offices.

Special project appropriations, which AWR and donors give for the start-up of new studios where new languages are produced, are used for equipment, training, and sharing in the production costs.

Determined to Escape

North Korea is considered by mission organizations as being the most difficult country in the world to penetrate and having the most systematic and severe persecution of Christians. Yet AWR has evidence that it is worthwhile to continue faithfully broadcasting there. Join us in praying for a breakthrough that will allow the people of this country to rejoice in the hope of the gospel in greater numbers.



Aesun* was desperate to gain her freedom and escape from North Korea. After her father and older brother died, she put in long hours working in a coal mine. But during the severe famine that was going on at that time, Aesun suffered greatly from lack of food.

After much internal debate and planning, she decided to try to escape. She attempted a hazardous journey across the Tumen River that is on the border with China. To her great joy, she successfully eluded the searchlights and patrols and made it into China. She was taken in by a group of Korean people who lived on the Chinese side.

Without any identification documents, Aesun was unable to get a job. If the Chinese authorities discovered her, they would send her back to North Korea, so she had a very limited existence.

Aesun happened to catch an AWR broadcast that came from a shortwave broadcast directed mainly to North Korea. The only radios and televisions that are produced in North Korea are pre-tuned to official stations, and it is illegal to listen to

non-official broadcasts. People who use smuggled shortwave radios run the very real risk of being sent to one of the numerous prison camps. Aesun wrote to the AWR studio in South Korea, using a different name, and the staff mailed literature to her in care of the Protestant “protector couple” she was staying with.

But before long, she was discovered by the Chinese security police and sent back to North Korea, where she was promptly put into prison. After a time, she was let out, and she went back to live with her mother and sister. Aesun told them about AWR, but they were all afraid to tune in to the broadcasts.

Aesun was frustrated that she had ended up right back where she started. She longed for freedom – freedom to work and get adequate food, freedom to somehow help her family, but most of all freedom to learn more about Jesus and follow Him. So once again she gathered her courage and made her escape across the same river. She located the family that had previously welcomed her and resumed her life of secrecy, but sadly,



Aesun happened to catch an AWR broadcast that came from a shortwave broadcast directed mainly to North Korea.

the Chinese authorities discovered her again. Back in North Korea, she spent a much longer period in prison this time, under harsh conditions.

Whether out of determination or desperation, upon her release, Aesun trekked back to the river and made a miraculous escape for the third time. After further contact with the AWR staff in South Korea, she received a visit from Pastor Lee, the studio director. To her delight, he brought her a computer, which was filled with Spirit of Prophecy books and Bible studies.

Aesun made contact with an Adventist couple in Mongolia, who offered to help her go to that country, where she could be safe. [Mongolia does not repatriate North Koreans.] Just before she left for Mongolia, a special, secret baptism was planned for Aesun. She is now joyful in her newfound faith as a Seventh-day Adventist Christian. Today she continues to live in Mongolia, but is working to move to South Korea. Throughout the tumult of the past few years, however, one thing has remained constant for Aesun: AWR's broadcasts bringing her a voice of hope.

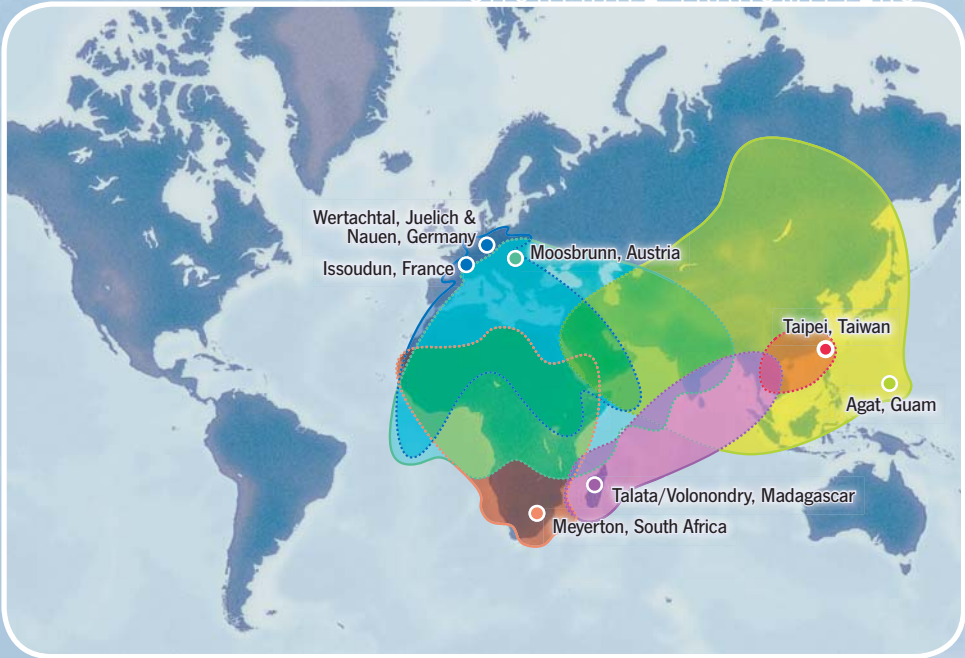
* Name has been changed.



BROADCAST COVERAGE

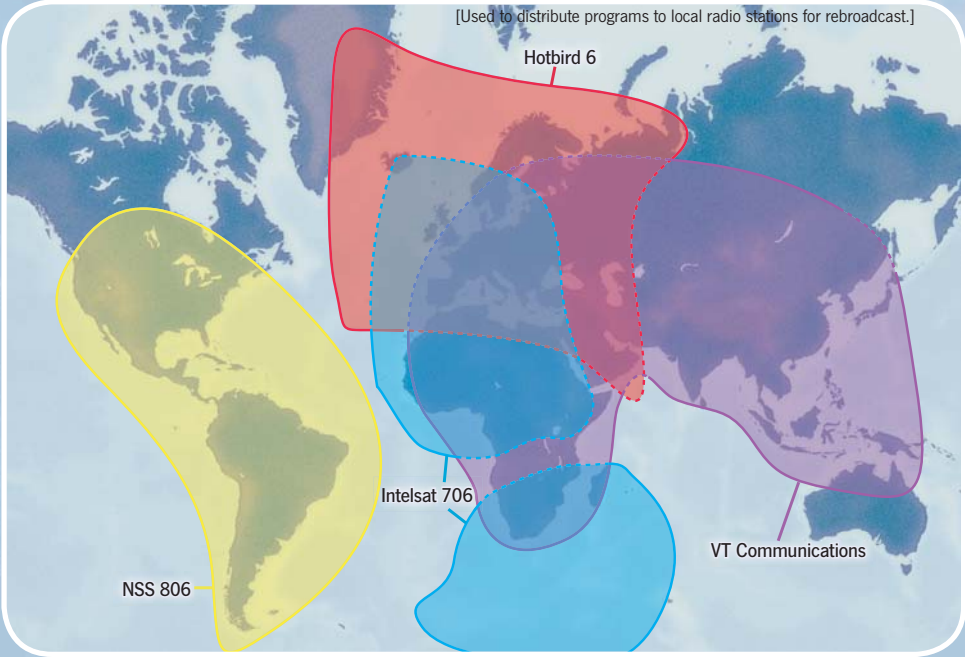
For local AM/FM radio, see the Program Partners page.

SHORTWAVE TRANSMITTERS



SATELLITE RADIO COVERAGE

[Used to distribute programs to local radio stations for rebroadcast.]



PROGRAM PARTNERS

Following is a list of the program partner studios, located in Adventist unions and missions around the world, which produce programs for AWR.

AFRICA REGION

Johannesburg, South Africa	English
Antananarivo, Madagascar	Malagasy
Nairobi, Kenya	English, Somali
Addis Ababa, Ethiopia	Afar, Amharic, Oromifa, Tigrinya
Morogoro, Tanzania	Kiswahili, Maasai
Accra, Ghana	English
Abidjan, Ivory Coast	French, Dyula
Maroua, Cameroon	Fulfulde
Elisha Remo, Nigeria	Igbo, Hausa, Yoruba

AMERICAS REGION

Spanish and Portuguese affiliate stations and studios

Argentina – 10	Honduras
Belize – 2	Mexico
Bolivia – 11	Nicaragua – 3
Brazil – 15	Panama – 2
Costa Rica	Paraguay
Cuba	Peru – 16
Chile – 21	Puerto Rico – 2
Dominican Republic – 6	Spain*
Ecuador – 4	Uruguay – 2
El Salvador – 2	Venezuela – 13
Guatemala – 3	

* Programs broadcast in this region.

ASIA/PACIFIC REGION

Hong Kong www.vohc.com	Mandarin, Uighur
Yokohama, Japan www.vop.japan.net	Japanese
Seoul, Korea www.awr.or.kr	Korean
Pune, India	Hindi, English, Kannada, Malayalam, Telugu, Tamil, Punjabi, Marathi
California, USA	Vietnamese, Khmer
Dhaka, Bangladesh	Bangla
Nepal	Nepali
Bandung, Indonesia	Javanese, Sundanese
Jakarta, Indonesia	Indonesian, Javanese
Yangon, Myanmar	Burmese, Chin, Karen
Muak Lek, Thailand	Thai, Lao, Hmong

Ontario, Canada	Khmer
Aizawl, India	Mizo, Assamese
Colombo, Sri Lanka	Sinhalese
Manila, Philippines	Tagalog, Ilocano
Cebu, Philippines	Ilongo
Cagayan de Oro, Philippines	Cebuano
Ulaanbaatar, Mongolia	Mongolian

EUROPE REGION

Collonges, France	Arabic, French, Farsi, Turkish, Tachelit, Kabyle
Zagreb, Croatia	Croatian
Rome, Italy	Italian
Florence, Italy	Italian
Catania, Italy	Italian
Plovdiv, Bulgaria	Bulgarian
Dushabe, Tadjikstan	Tadjik
Tula, Russia	Russian
Bishkek, Kyrgyzstan	Russian
Kiev, Ukraine	Ukrainian
Lahore, Pakistan	Urdu, Punjabi
Arua, Uganda	Moru, Bari, Dinka, English, Zande, Acholi, Juba Arabic

LOCAL AM/FM RADIO

In many areas, AWR programs can also be heard on local AM and FM radio stations and other media, such as:

Central & South America	117 stations
Africa	33 stations
Russia	national AM/FM network & 1,500 FM stations
Ukraine	national FM and cable networks
Kyrgyzstan, Tadjikstan	national AM/FM networks
Japan	AM, satellite, local shortwave, phone, mobile phone
Pokhara, Nepal	FM – Nepali
Tahiti	FM – English, Hakka, Japanese
Melbourne, Australia	FM – Mandarin
Cook Islands	FM – English, Hindi
Papua New Guinea	AM national radio system – Pidgin English

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